Telephone Usage Patterns among Non-Customers

	Non-customers							
				Hispanic				
	Total	GTE	PB	Tot	LD	NLD	Black	White
	%	%	%	%	%	%	%	%
Usually use (a) —								
Public/pay phone	65	59	65	66	62	73	61	66
Friend/neighbor/relative's phone	34	42	33	36	36	37	37	24
Phone at work	6	3	7	5	6	5	2	13
Other	1	*	1	1	1	2	-	-
Don't use phone	2	2	2	2	1	2	4	3
Number per week —								
None/week	7	6	7	4	3	5	8	12
1-2/week	23	18	23	26	27	23	16	22
3-6/week	34	38	33	35	43	23	41	24
7 or more	36	35	36	35	26	49	33	43
Mean #/week (b)	9	7	9	7	6	8	13	10
Number pay phone/week —								
None	24	24	24	22	23	22	18	30
1-2/week	22	18	23	22	20	26	24	22
3-6/week	30	30	30	33	37	26	33	20
7 or more	23	24	23	22	19	27	23	27
Mean #/week (b)	5	5	5	5	4	5	6	7
Base	(571)	(288)	(283)	(347)	(205)	(142)	(115)	(94)

(a) read list, if necessary (b) includes zero * less than 0.5% Source: Q.4, 7, 8(NC)

Telephone Usage Patterns among Non-Customers

Table 2.1

Non-customers were asked what telephone they usually use to make telephone calls, how many personal telephone calls they make in an average week, whether they use a public/pay phone and, if so, how many personal calls they make from public or pay phones in an average week.

Responses are shown opposite.

Highlights

About two-thirds of the non-customers (65%) "usually use" public/pay phones for their personal calls. The remaining one-third usually use a friend or relative's phone. Few say they use a phone at work for personal calls: 6%.

Over one-third (36%) of the non-customers make 7 or more calls a week, i.e. at least one a day on average. Another 34% make between 3 and 6 a week leaving 30% who make fewer than 3 personal calls in an average week. The average number of calls per week is 9 -- a little more than one a day.

The large majority of non-customers (75%) use a public/pay phone at least once during an average week. On average, non-customers as a group make about 5 calls per week from a public/pay phone -- that works out to somewhat more than half of the total personal calls made by non-customers (5 out of 9).

By company: Non-customers in GTE's areas are less likely than those in Pacific Bell's areas to use a public/pay phone: 59% vs. 65%. They also make fewer personal calls per week on average (7 vs. 9). However, the average number of calls made from a pay phone is the same for each company's non-customers (5 on average in each case).

By ethnicity/race: The average number of calls made per week is highest for Blacks (13), next highest for Whites (10) and NLD Hispanics (8) and lowest for LD Hispanics (6). The same general pattern is seen for use of public/pay phones: average number of pay phone calls per week ranges from 7 among Whites to 4 among LD Hispanics. The ratio of pay calls to total calls is lower for Blacks than for the other groups, suggesting that while they make the most calls, on average, they make proportionately fewer of them on pay phones than do the other groups. (Heaviest Black users apparently rely more on friends', neighbors' and relatives' phones.)

Amount Spent on Phone Calls/Average Month

		Non-customers							
					Hispanic				
		Total	GTE	PB	Tot	LD	NLD	Black	White
		%	%	%	%	%	%	%	%
Amount spent/month —									
None		10	8	10	8	9	6	10	15
Less than $1		3	4	3	1	*	2	3	7
$1–2.99		14	11	14	12	13	11	21	10
$3–4.99		16	9	17	18	17	21	13	13
$5–9.99		19	14	20	21	24	16	17	17
$10–19.99		14	22	13	16	14	20	16	7
$20 or more		23	26	23	22	21	23	20	30
Mean $ (a)	$	13	18	13	13	13	12	12	16
Median $ (a)	$	5	8	5	5	5	5	4	5
Not reported		2	5	1	2	3	*	*	-
Base		(571)	(288)	(283)	(347)	(205)	(142)	(115)	(94)

(a) Includes none * less than 0.5% Source: Q.9(NC)

Amount Spent on Phone Calls/Average Month

Table 2.2

Non-customers were next asked to estimate the amount they spend on personal telephone calls in an average month.

Responses are shown opposite.

Highlights

While almost all non-customers spend some money on phone calls in an average month, the amount varies widely: 43% say they spend less than $5, 19% spend between $5 and $9 and 37% spend $10 or more. The average amount spent is $13 per month. the median is $5.

By company: On average, non-customers in GTE's area spend more on phone calls in an average month than non-customers in Pacific Bell's area: average amount is $18 for GTE vs. $13 for Pacific Bell. The median is $8 for GTE vs. $5 for Pacific Bell.

By ethnicity/race: The average amounts spent by non-customers on phone calls each month is about the same across the various ethnic/racial groups except for White non-customers who spend a little more on average than the others.

Access to Phone in Emergency

Table 2.3

Non-customers were also asked where the nearest phone would be for an emergency and how long it takes to get to that phone.

Responses are shown opposite.

Highlights

While many non-customers (42%) can use a phone in the same building in an emergency, more than half (55%) must use a phone outside their building.

The average number of minutes to get to the phone in an emergency is 4; the median is 3.

By company: Non-customers in GTE areas are notably more likely to have to go to a phone in another building than are non-customers in Pacific Bell areas; however, the average time it takes to get to that phone is the same for both companies: 4 minutes on average, with 3 the median.

By ethnicity/race: The location of the phone to be used in emergencies and the time it takes to get to it are about the same for NLD Hispanics, LD Hispanics and Blacks. While White customers are more likely to be able to use a phone in the same building for emergencies, the average time to get to it is the same as for the other groups.

Access to Phone in Emergency

	Non-customers							
				Hispanic				
	Total	GTE	PB	Tot	LD	NLD	Black	White
	%	%	%	%	%	%	%	%
In emergency, nearest phone is (a) —								
In same building	42	27	43	37	38	36	36	56
Within 1–2 blocks	42	56	41	46	49	43	54	23
More than 2 blocks away	13	15	13	15	13	18	9	14
Don't know	3	2	3	2	1	3	2	7
Time takes to get to that phone —								
Less than 1 minute	7	3	7	4	3	5	13	9
1 minute	20	19	21	21	19	22	15	23
2–3 minutes	30	31	30	34	32	36	28	23
4–5 minutes	28	27	28	28	34	20	29	27
More than 5 minutes	13	18	12	13	12	14	14	12
Mean minutes	4	4	4	4	4	4	5	4
Median minutes	3	3	3	3	3	2	3	3
Base	(571)	(288)	(283)	(347)	(205)	(142)	(115)	(94)

Source: Q.5, 6(NC) (a) read categories

Others in Household Who Use Phone and Phone Used to Receive Calls

Table 2.4

Non-customers were also asked whether there are others in the household who use a telephone to make personal calls and what phone they (or others in the household) use to receive phone calls.

Responses are shown opposite.

Highlights

About half of the non-customers have other persons in the household who also make personal calls; among this group, the average number of such persons is 2.

With respect to receiving calls, about half of the non-customers are able to use a friend or relative's phone. Just 15% use a pay phone for this purpose. About one in four does not name a particular phone he/she uses to receive calls.

By company: GTE's non-customers are more likely to use a friend/neighbor/relative's phone to receive calls than are Pacific Bell's non-customers (61% vs. 50%) and less likely to use a pay phone (9% vs. 16%).

By ethnicity/race: Hispanics, and especially NLD Hispanics, are more likely than Blacks or Whites to have other people living in their household who use a phone to make calls. White non-customers are the least likely to have others who use a phone (33%).

NOTE: It was beyond the scope of this study to try to ascertain how many phone calls these other persons made and the cost of those calls -- that would have required interviewing others in the household. However, these data suggest that there are other telephone users in these households who are making calls and thus, the estimates of the amount spent on calls, as an absolute measure, probably understate the actual amounts spent on phone calls by the total household.

Others in HH Use Phone/Phone Used to Receive Calls

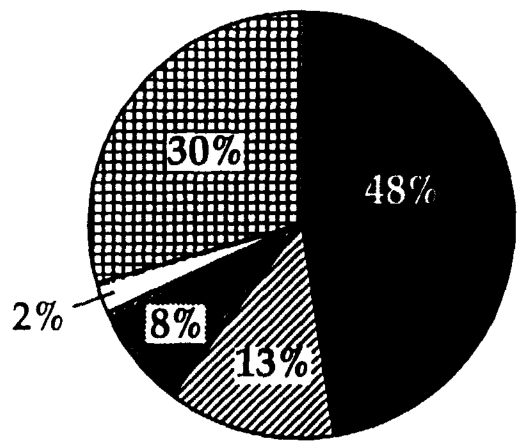
	Non-customers							
				Hispanic				
	Total	GTE	PB	Tot	LD	NLD	Black	White
	%	%	%	%	%	%	%	%
Other(s) use a phone	51	51	51	60	56	68	46	33
Mean # other users	2	2	2	2	2	2	2	2
No others use phone (a)	49	49	49	39	43	32	54	67
To receive calls, usually use (b) —								
Friend/neighbor/relative's phone	51	61	50	58	58	59	45	39
Public/pay phone	15	9	16	14	11	18	14	20
Phone at work	7	5	7	7	7	9	4	8
Other	5	1	5	3	3	2	9	7
None	24	27	24	24	24	23	28	23
Not reported	2	-	2	2	1	3	-	3
Base	(571)	(288)	(283)	(347)	(205)	(142)	(115)	(94)

(a) Includes situations where "no others live here"   (b) read list, if necessary   Source: Q.10, 11, 12(NC)

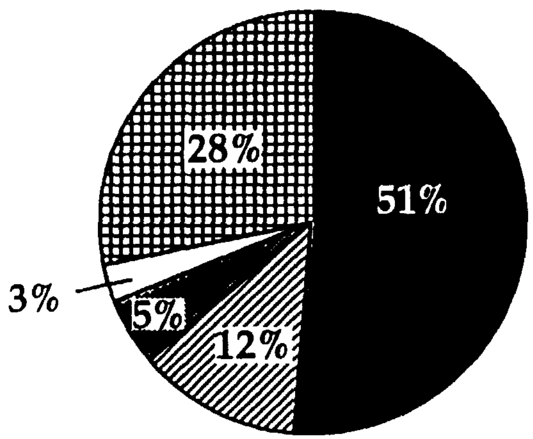
Attitude toward Not Having Phone (Inconvenience)

Very inconvenient | Somewhat inconvenient | Only slightly inconvenient | Not inconvenient | Can't say/not reported

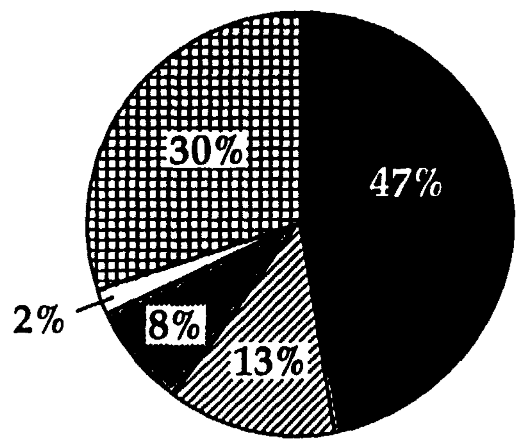
Total (GTE & PB combined) (n=571)



GTE (n=288)



Pacific Bell (n=283)



Source: Q.2.3(NC)

Attitude toward Not Having Phone (Inconvenience)

Table 2.5

Non-customers were asked whether not having phone service created any inconvenience for them and, if so, did they judge it to be very inconvenient, somewhat inconvenient or only slightly inconvenient.

Responses are shown opposite.

Highlights

About two-thirds (69%) of non-customers view not having telephone service as an inconvenience: 48% see it as "very inconvenient", another 13% see it as "somewhat inconvenient" and 8% see it as "only slightly inconvenient".

Three in ten non-customers (30%) do not feel they are inconvenienced by not having a phone. This suggests a sizeable minority who do not have telephone service because they do not perceive a strong need to have it.

Attitude toward Not Having Phone (Inconvenience)

	Non-customers							
				Hispanic				
	Total	GTE	PB	Tot	LD	NLD	Black	White
	%	%	%	%	%	%	%	%
Not having phone causes —								
Any inconvenience (NET)	71	72	70	73	76	68	65	71
Very inconvenient	48	51	47	46	51	38	60	43
Somewhat inconvenient	13	12	13	15	13	20	5	15
Only slightly	8	5	8	10	10	11	1	8
Not reported/can't say	2	3	2	2	2	*	-	5
No inconvenience	30	28	30	27	24	32	35	29
Base	(571)	(288)	(283)	(347)	(205)	(142)	(115)	(94)

* less than 0.5%   Source: Q.2, 3(NC)

Attitude toward Not Having Phone (Inconvenience)

Table 2.5A

The table opposite shows responses to the "perceived need" question by company and ethnicity/race.

Highlights

By company: There are no significant differences between each company's non-customers in terms of how they view the inconvenience of not having telephone service.

By ethnicity/race: The largest differences are seen among Black non-customers. Specifically, while 35% of Black non-customers do not see it as inconvenient (similar to other groups), those who do are more likely than others to view it as "very inconvenient" (60%). LD Hispanics are more likely than their NLD Hispanic counterparts to feel not having telephone service is inconvenient and they feel the inconvenience more sharply.

Telephone Usage by Perceived Need for Telephone Service

	Total	Not having service is — Very Inconvenient	Somewhat Inconvenient	Not Inconvenient
	%	%	%	%
Usually use (a) —				
Public/pay phone	65	71	67	54
Friend/neighbor/relatives' phone	34	33	38	32
Mean # calls/week (b)	9	10	6	8
Mean # pay phone calls/week (b)	5	8	3	2
Amount spent/month				
Median $ (b)	5	7	5	3
Mean $ (b)	13	16	12	10
In emergency, nearest phone is (c) —				
In same building	42	34	49	48
Elsewhere	55	65	48	47
Median # minutes to get there	3	4	2	2
Mean # minutes to get there	4	5	3	3
Base	(571)	(279)	(127)	(165)

(a) read list, if necessary (b) includes zero (c) read categories Source: Q.4, 5, 6, 7, 8, 9(NC)

Telephone Usage by Perceived Need for Telephone Service

Table 2.5B

The table opposite examines the telephone usage patterns of those who say it is "very inconvenient" not to have service, those who say it is "somewhat/slightly inconvenient" and those who say it is not inconvenient. The purpose of this analysis is to see how telephone usage patterns affect perceived need for phone service.

Highlights

Those who see it as inconvenient not to have phone service, as compared to those who do NOT see it as inconvenient...

- Are more likely to rely on public/pay phones for their calls
- Make more calls and especially more pay phone calls
- Spend more on average for phone calls in an average month
- Have to go further to use a phone in an emergency

Of all of these factors, greater reliance on public phones and the attendant costs of using pay phones appear to be the strongest drivers of perceived inconvenience. Those who don't see it as inconvenient make almost as many calls per week as those who do, but they make far fewer calls using a pay phone.

Plans to Get Phone Service in Future

	Non-customers							
				Hispanic				
	Total	GTE	PB	Tot	LD	NLD	Black	White
	%	%	%	%	%	%	%	%
Plan to get	74	82	74	81	83	77	69	65
Do not	13	10	13	9	4	17	14	21
Not sure, don't know	13	8	13	10	13	6	18	14
Base	(571)	(288)	(283)	(347)	(205)	(142)	(115)	(94)

Source: Q.41(NC)

Plans to Get Phone Service in Future

Table 2.6

At a later point in the interview, non-customers were asked if they plan to get telephone service in the future.

Responses are shown opposite.

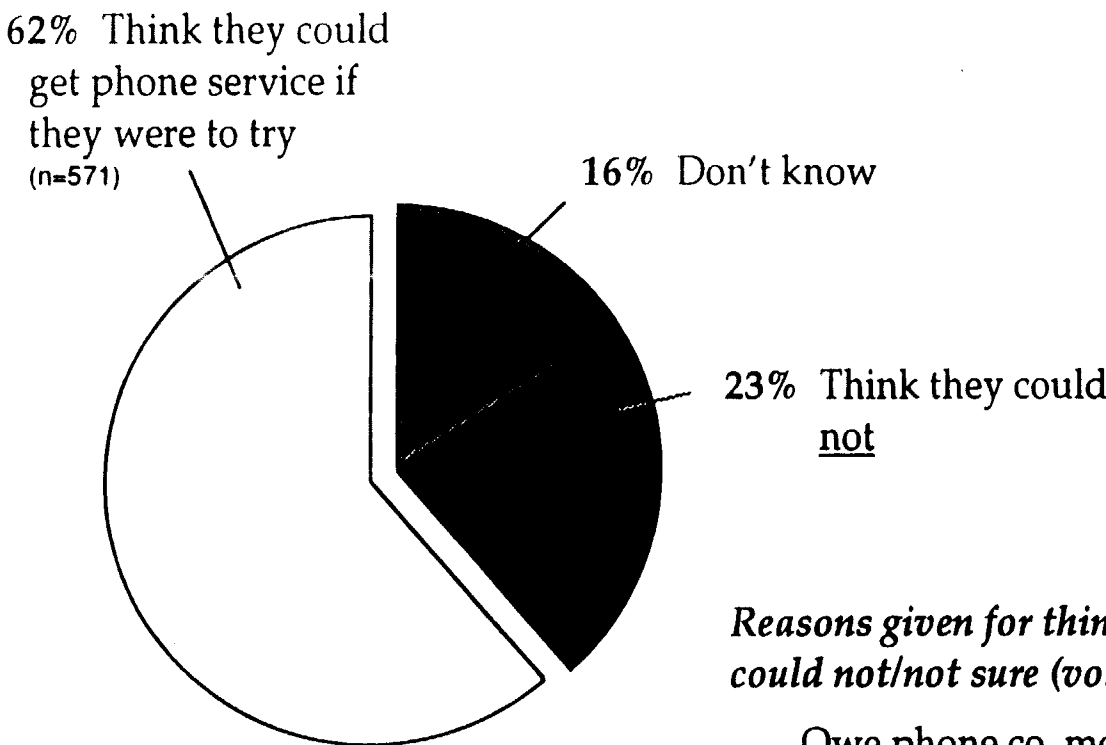
Highlights

About three-fourths of the current non-customers (74%) plan to get telephone service in the future. While 13% are not sure, only about one in eight non-customers (13%) does not plan to get it in the future.

By company: The large majority of non-customers in both companies' areas say they plan to get telephone service in the future. Pacific Bell has slightly more who are not sure: 13% vs. 8% for GTE. This difference appears to be due to higher percentages of White and Black non-customers in Pacific Bell's areas.

By ethnicity/race: Hispanics are more likely than Whites or Blacks to say they plan to get telephone service in the future (81% vs. 65% and 69% respectively). LD Hispanics are the most likely to say they will do this.

Perceptions of Ability to Get Service If Apply for It



	(39%)	Projected to total non-customers
Reasons given for thinking could not/not sure (volunteered):		
Owe phone co. money	55%	21%
No SS#, ID, DL	12	5
Can't pay deposit	12	5
Not working	5	2
Can't afford it	8	3
Other	7	3

Source: Q.47, 48(NC)

Perceptions of Ability to Get Phone Service If Apply for It

Table 2.7

Non-customers were then asked if they felt they could get telephone service if they were to apply for it, and, if not, why not.

Highlights

While almost two-thirds of the non-customers feel they could get telephone service if they were to apply for it (62%), about one quarter of them (23%) feel they could not and another 16% are not sure. Thus, about two in five (39%) in total don't feel sure they could get it.

When asked why, slightly more than half of the 39% who either think they could not or are not sure if they could get it say it is because they owe the phone company money. This translates to about one-fifth of all non-customers (21%). 12% of the 39% say it is because they do not have the needed identification -- this translates to 5% of all non-customers who see this as a barrier to their getting phone service. Most of the remaining reasons for feeling they would not be able to get phone service have to do with perceived ability to pay for it -- taken together, these reasons are cited by 25% of the 39% -- or 10% of all non-customers who say they don't think they could get phone service because they cannot afford it.

The next table shows these data by company and ethnicity/race.

Perception(s) of Ability to Get Phone Service if Apply for It

	Non-customers							
				Hispanic				
	Total	GTE	PB	Tot	LD	NLD	Black	White
	%	%	%	%	%	%	%	%
If applied for it, think —								
Could get it	62	58	62	63	60	68	54	67
Could not	23	22	23	19	19	20	35	21
Don't know	16	20	15	18	21	12	12	12
Could not/DK (net)	**39**	**42**	**38**	**37**	**40**	**32**	**47**	**33**
Base	(571)	(288)	(283)	(347)	(205)	(142)	(115)	(94)

Source: Q.47(NC)

Perceptions of Ability to Get Phone Service if Apply for It

Table 2.7A

Highlights

By company: The percentages who feel they could not get telephone service if they applied for it do not vary significantly by company.

By ethnicity/race: Close to half of the Black non-customers (47%) either think they could not get it (35%) or are not sure if they could (12%). LD Hispanics are not as likely as Blacks to think they cannot get it (19%) but they are more likely than other groups to be uncertain of whether they could get it (21%); thus, 40% of the LD Hispanics either think they could not or are uncertain. Whites and NLD Hispanics are about equally likely to think they could get telephone service (67% and 68% respectively).

Reasons Think Could Not Get Phone Service

	Non-customers							
				Hispanic				
	Total	GTE	PB	Tot	LD	NLD	Black	White
	%	%	%	%	%	%	%	%
Could not/DK (net)	**39**	**42**	**38**	**37**	**40**	**32**	**47**	**33**
Among this group, reasons (volunteered) think could not get because —								
Owe phone company	55	62	54	40	35	51	81	63
No SS#, ID, DL	12	11	12	19	27	1	4	6
Deposit	12	3	13	19	18	22	-	5
Not working, no job	5	7	5	7	6	9	-	6
Can't afford	8	12	8	8	6	12	4	17
Other	7	7	7	7	6	10	5	5
Not reported/don't know	7	8	7	8	9	7	6	5
Base	(231)	(121)	(110)	(134)	(78)	(56)	(53)	(36)
Projected to total —								
Think could not get because —								
Owe phone company	21	26	21	15	14	16	38	21
Can't afford it (a)	10	9	10	13	12	14	2	9
No SS#, ID, DL	5	5	5	7	11	*	2	2

(a) Includes "deposit", "not working" and "can't afford" * Less than 0.5% Source: Q.47, 48(NC)

Reasons Think Could Not Get Phone Service

Table 2.8

Highlights

As discussed earlier, slightly more than half (55%) of the 39% who think they could not get phone service or are uncertain if they could, say it is because they owe the phone company money. 25% of the 39% cite inability to afford it. 12% of the 39% say it is because they did not have the required identification.

By company: The perceived barriers to being able to get phone service do not vary significantly by company.

By ethnicity/race: The large majority of Black non-customers who are not sure they could get telephone service say it is because they owe the phone company money (81%). This is also the main reason given by Whites and NLD Hispanics although these two groups also often cite an inability to pay the deposit and/or an inability to afford it. LD Hispanics are less likely than others to say it is because they owe the phone company money, but they are the most likely to cite not having the required identification: 27% of the LD Hispanics cite this as a reason, which translates to 11% of all LD Hispanics who see this as an obstacle to their getting telephone service.

Perception(s) of Special Requirements to Get Telephone Service

	Non-customers								Matched Customers		
				Hispanic							
	Total	GTE	PB	Tot	LD	NLD	Black	White	Total	GTE	PB
	%	%	%	%	%	%	%	%	%	%	%
% Who believe you NEED this to get phone service (read list) —											
Social Security Card	66	65	67	66	69	62	70	67	61	73	60
A job	50	42	51	63	75	43	23	45	42	47	42
Good credit rating	44	47	43	45	50	37	38	46	38	43	38
Certain income level	41	43	41	46	48	44	35	36	33	33	34
Calif. Driver's License	38	47	37	36	40	31	45	36	37	54	36
U.S. citizen	21	24	20	11	9	14	40	29	20	19	21
Bank account	13	13	13	8	10	6	8	28	11	13	11
Need: SS/DL/Citizen	71	70	71	69	71	66	82	72	69	79	68
Base	(571)	(288)	(283)	(347)	(205)	(142)	(115)	(94)	(566)	(287)	(279)

Source: Q.21b(NC), Q.30(C)

Perception(s) of Special Requirements to Get Telephone Service

Table 2.9

Non-customers as well as the matched customers were read a list of items and asked, for each, if they believe it is required in order to get phone service.

Responses are shown opposite.

Highlights

Two-thirds of the non-customers think one needs a Social Security Card to get phone service, about two in five think one needs a California Driver's License and about one in five thinks you have to be a U.S. citizen to get telephone service. While the belief that a Social Security Card is required is fairly widespread, matched customers are equally likely to believe this as non-customers. The same is true for the belief that one needs a California Driver's License and/or to be a U.S. citizen. Thus, beliefs that these are required are not major factors differentiating those who get phone service from those who do not.

Close to half of all non-customers believe that a job (50%), a good credit rating (44%) and a certain income level (41%) are (each) required; about half do not think these are required.

By company: GTE non-customers, as compared to Pacific Bell non-customers, are more likely to think a California Driver's License is required (47% vs. 37%) and less likely to think a job is required (42% vs. 51%). Otherwise there are no differences between the two companies' non-customers in terms of what they think is required to get telephone service.

By ethnicity/race: Some groups are more likely to think some things are required than are others, but with just some exceptions the differences are not great. The exceptions are:

> Black non-customers are much more likely than others to think one needs to be a U.S. citizen (40%).
>
> LD Hispanics are much more likely than others to think one must have a job (75%).

Perception(s) of Special Requirements to Get Telephone Service

	Non-customers		
		If apply, believe —	
	Total	Could get	Could not/ not sure
	%	%	%
% Who believe you NEED this to get phone service (read list) —			
Social Security Card	66	67	66
A job	50	52	46
Good credit rating	44	44	42
Certain income level	41	39	44
Calif. Driver's License	38	37	39
U.S. citizen	21	20	23
Bank account	13	11	15
Need: SS/DL/Citizen	71	72	70
Base	(571)	(340)	(231)

Source: Q 21b(NC)